

ABSTRACT OF THE DISCLOSURE

Preference of tone and color for a specific target is reflected on image data obtained by a digital camera, and colors and tones can be set as desired for each model of a digital camera. A reference tone setting menu and a model tone setting menu are prepared in a memory and can be customized when provided to tone setting means. Color correction means can also select and customize a desired one of reference color correction conditions and a desired one of model color correction conditions from a reference color correction menu and a model color correction menu prepared in a memory.